

Michigan Jobs and Career Portal Webinar September 3, 2008

Slide Notes

Slide 1: We would like to take this opportunity to welcome you to the Michigan Jobs & Career Portal Webinar. We plan to cover some of the new features that have been added to the Career Portal since our last webinar. We understand that many of you have either sat in on previous webinars featuring the Michigan Jobs & Career Portal or already have some familiarity with the site, so we won't spend a lot of time going through each category and discussing some of the standard fixtures of the site, but we will spend most if not all of our time talking about some of the new things that we've added as we continue to increase the value of the site. This webinar should run for about one hour, but we have allotted time to answer any questions you might have.

And, as a side note, we are in the process now of re-designing the Michigan Jobs & Career Portal to provide a more user – friendly site, with more interactivity, more web resources and even more job openings. We ask that you take this information back to your supervisors and managers and even pass this along to your customers as you endeavor to assist them with their employment needs. Your help and assistance with this is encouraged and will be greatly appreciated.

This webinar is divided up into four sections, which highlight some of the key features recently added on the homepage, job seeker category, employer and education & training category and support services. Once we have reached the conclusion of each of these sections we will entertain any questions you might have.

Let's take a look at the homepage...

Slide 2: The organization of the home page is set up to give the user a general idea of what kinds of resources are available on the Michigan Jobs & Career Portal. In the very middle of the page we have a welcome, which includes a video tour of the website, followed by a color coordinated summary of the six categories that are listed in the top left menu; Job Seekers, Employers, Students & Parents, Teachers, Education & Training, and Support Services. The next thing you notice is the animated and static banner ads that compliment the right and left hand side of the user's monitor, a few of which we plan to cover in just a few minutes.

Slide 3: On the left hand side we begin with the No Worker Left Behind banner ad, which is a one of the governor's major initiatives. This program seeks to accelerate worker transition through learning, support the state's employers and economic development needs, and align the use of existing training resources.

Slide 4: When you click on this banner you are taken directly to the No Worker Left Behind website where you find a whole host of information regarding this worthwhile program.

To get additional information you can click on the Fact Sheet annotated by red arrow.

Slide 5: The Occupations in High Demand link on the website takes you to a color coordinated view of the State of Michigan divided up by city. By simply clicking on a city on the map you will be taken to a page, which gives you in-depth look at the employment picture for the city, which includes number of people currently in field, total yearly average positions available and the annual median salary.

Let's take a look at the one of the cities highlighted on the map...

Slide 6: This is breakdown of the occupations for the city of Kalamazoo and St. Joseph Counties. There is an alphabetized list of categories that each occupation falls under. And, we will click on the Mechanical Engineers link just to give you an idea of what kinds of information you can find from the Occupational Outlook section of this site.

Slide 7: Here is a screenshot of this page, which is just a small synopsis of the information available on this page. For example this page appears to have an alphabetized list of all of the Architecture and Engineering Occupations currently in the city of Kalamazoo. And, as you can see the table is divided up into three (3) columns, one is the Occupational Title, Occupational Description, and Job Outlook data, which includes the number of people employed in the field, total average annual openings, and the median annual salary.

Slide 8: Here's an example of the kinds of training a person can receive if they are eligible for the "No Worker Left Behind" Program.

Also, when you click on the community colleges link it takes you to a page listing all of the participating Michigan Community Colleges in this program...

Slide 9: There are 28 Michigan Community Colleges participating in this program, providing short term expedited training to enter employment in a shorter time period.

Let's click on one these community college links to find what programs are being offered...

Slide 10: Here is a listing of the programs currently being offered at Henry Ford Community College through the No Worker Left Behind initiative.

And, if we were to click on one of the listed programs, we would get a detailed description of the coursework involved as well as admission requirements, course length and other pertinent information one would need.

Slide 11: Underneath the No worker left behind banner, we have a animated banner which features several different job & career fairs that we are highlighting for a particular period of time. These events vary according to importance and the type of occupation (s)

the employer is recruiting for. When you click on this banner ad it takes you directly to the Jobs & Career Table where you can find more information about any one of the featured career events.

Slide 12: The next banner ad we would like to briefly discuss is our Upcoming Job Fairs banner, which is colored in bright red...

Slide 13: The Job Fair table contains a listing of the most current job and career fair information made available to us at any given time. We average over 40 job and career fair listings per month. This table includes the name of the job fair usually hyper-linked to the employer website, date, time and location of the site, as well as any additional information the employer would like the jobseeker to know in advance of the event.

Slide 14: On the right hand side of the computer screen we have another set of banner ads, beginning with our Michigan Job Openings banner, which has been recently updated...

Slide 15: When you click on this banner ad, the first thing you see at the top is 90,000 Michigan job openings. If you were to click on the Michigan Job Openings for SimplyHired, in addition to seeing the total number of jobs recently posted, you will also see a listing of the most recently posted job openings often times within 15 minutes to an hour, you will also see a listing of job openings annotated by the word “NEW” colored in red. Let’s take a look...

Slide 16: We would like to point out that the Michigan Talent Bank also has a “jobs today” feature as well. In the top right hand corner of the page you see there are 282 jobs that were added within the last 24 hours.

Slide 17: Also you can see in the top right hand corner of the page where this first arrow is located, Simply Hired had close to 90,000 Michigan job openings available, with 7,751 (where are second arrow is located) New jobs recently posted. We also see that a Construction position was recently posted, which is annotated by the word “NEW” in red.

Slide 18: Here is a look at the Indeed Job Search engine website, and as you can see noted at the very top right hand corner of the screen there are a total of 68,033 job openings in the State of Michigan. And noted by the 2nd arrow there are currently 1,811 new jobs that have been recently added, and of course all occupations that have been recently been have the word “New” highlighted in red adjacent to their postings.

END PART 1

BEGIN PART 2

Slide 1: Another new feature that was recently added is this banner ad that promoting 1800 Free Online College Courses offered by Massachusetts Institute of Technology or

MIT. When you click on this banner ad you will be taken to the Education and Training category page...

Slide 2: Where you can find this link, which the arrow is currently pointing at and this link will take you directly to the MIT website where you can get more information about these free on-line courses...

Slide 3: As you can see when you click on the link it takes you to their website where you can get started with increasing your skill set right from the comfort of your own pc. There are over 1800 free on-line courses that you can take, with the materials for each course that you can easily download. Course materials are not just your traditional pdf files, but also audio and even video files. The beauty of the site is not just that it is free, but that you can take each course at your own convenience and go at your own pace. Some of the available courses included, accounting, engineering, computer science, foreign languages just to name a few. The college courses are not accredited so there is no college credit you can receive towards an advance degree, but having access to all of these "Free" courses is a tremendous asset and something that should be taken advantage of by any and everyone looking to improve themselves.

Slide 4: Let's go back to the home page...

Slide 5: I want to spend a few minutes discussing some of the new features listed in the jobseekers powered blue area of this page. There are several links in this area that I would like to briefly highlight. In this powdered blue section we have chosen several links to include in the summary portion of the website that we draw special attention to for the benefit of our Michigan Job & Career Portal customers. We will first point out all the new areas of interest in this section, and then we will visit the respective sites and discuss them briefly.
Some of these links are...

Slide 6: Guide to Starting a Business...

Slide 7: Explore Careers & New Occupations link...

Slide 8: State & Local Government Jobs,

Slide 9: And our featured city link, which changes daily. Let's take a look at these previously mentioned web resources.

Slide 10: This is the Guide to Starting a Business page. Click on anyone of the 16 listed links on this page and you will be given an in-depth look at the ins and outs of starting a business. You can get information about Home based businesses, Franchising, how to Market your business, learn how to finance your business, see a listing of over 100 Venture Capital Firms, find out how to apply for a Small Business Loan and much, much more. We encourage you to get familiar with this page as more and more people are transitioning into the area of entrepreneurship, and you should be prepared to provide this

information to your customers as you go over new employment opportunities with them...

Slide 11: This is the Career Exploration page, which features a menu listing of over 400 Occupational Reports as well as 40 New & Emerging Occupations generated by the Labor Exchange Services of the Bureau for Workforce Transformation. As we indicated before, these scripts offer a detailed look at these occupations covering everything from the Nature of Occupation and Working Conditions and Requirements to Wage and Salary and Employment Outlook. This is not a “NEW” feature of the Michigan Jobs & Career Portal, but one that we want to continue to highlight and feature, because we believe this to be a tremendous asset to our site. These Career Exploration scripts are constantly being updated so as to make sure we are providing our customers with the most accurate, up to date and current information so that they can make the best career decisions for themselves.

END PART 2

BEGIN PART 3

Slide 1: This is the State & Local Government Jobs page, which provides job listings for State and Local Government as well County job openings. If we were to click on any of the listed cities and/or counties and it will take you directly to the Human Resource page of the respective website where you can get information about any available job openings.

Let’s click on the city of Kalamazoo to see what current job openings they have listed...

Slide 2: This is the city of Kalamazoo Job Openings page. As you can see there are several job openings posted here, with title, job description, rate of pay available for the job seeker to peruse.

Slide 3: Now we want to take you back to the home page to show you the Featured City link...

Slide 4: This is the featured city link for the city of Kalamazoo powered by the Simply Hired website. As you can see indicated by the red arrow that there are 2,716 job openings in the city of Kalamazoo Michigan. We encourage you to visit this featured city link in the powered blue portion of the home page as the featured city changes daily.

Next we’re going to take a look at some of the new features in the Job Seeker category. But, before we go any further we would like to take a few minutes to answer any questions you might have

Slide 5: The Job Seeker category is the next item we would like to cover in this webinar. As you can see they are a number of important links on this page, some of which include, Federal Government Jobs, Top Job Search Engines, Michigan Teacher, Support Staff,

Administrator, & College Faculty Job Openings, and Michigan Health Care Professionals, Support Staff, Administrator job openings. However, there are several new features we intend to briefly discuss and bring your attention to. We will first point out all the new areas of interest on this page, and then we will visit them after we have located them for you.

Slide 6: The first is the Engineering Info link...

Slide 7: Next is the Hospital Career Page...

Slide 8: Next is the AfterCollege.com link for Entry level jobs, internships and more

Slide 9: Next is our internships link, which takes you to a entire page thoroughly dedicated to nothing but finding internships

Slide 10: Next is the HigherEd Jobs link...

Slide 11: And finally, the Older Workers & Retirees – Job Openings.

Slide 12: Here is a look at the Engineering Info page, which offer new and recently unemployed engineers a comprehensive listing of job openings from classifieds, Monsters.com, Careerbuilder, Hotjobs, Netemps and Dice websites. As you can see at the very top of the page there are over 5,000 engineering job openings in the State of Michigan alone...

Slide 13: This is where you go when you click on the Hospital Career link on the Job Seeker home page. The Hospital Connection Network website is designed to give nursing and other healthcare professionals DIRECT ACCESS to the best employment opportunities. This is a national hospital job search engine, which provides job seekers who are looking to relocate the option to find employment in and even outside of the state of Michigan.

Slide 14: AfterCollege.com is another great resource we recently added, which provides college grads an opportunity to search through hundreds of thousands of entry level positions in healthcare, government, law enforcement and teaching. No matter what level of education you have recently completed, i.e. bachelors, masters, or PhD, there are job opportunities for you.

Slide 15: HigherEd Jobs is another recently added resource for jobseekers who are looking for a position at a college or a university. As you can see from the information provided at the top, they have a listing of over 10, 000 jobs at 1,506 institutions. They have also indicated that 25 new jobs are added just today. So the jobseeker is given up to the minute information about recent job positions in community colleges and universities across the country.

Slide 16: Here is a look at the Internships page of the Michigan Jobs and Career Portal; of course MI Internships is listed at the top, which is powered by the Michigan Talent Bank. As you can see we have a variety of internship resources for high school and college students to take advantage of. Everything from government internships to television internships is included on this page, non-paid and even paid internships are available to students who are looking for real world experience in any given field, or are in need of college credit as a prerequisite for graduation.

Slide 17: Finally, we have recently added an Older Workers & Retirees page, which include several links to web resources specifically geared toward finding retirees and older workers employment. In these difficult economic times, we are beginning to see those who have recently retired return to work, and they are in need of more options as well as opportunities. Here we have provided several web resources for them to consider....

Slide 18: As we move toward the bottom of the Job Seeker home page we find a few new links. Summer Jobs is one that we have recently added for our young people who are looking for summer employment.

Slide 19: and Career Connect is another resource that we've added for the visually impaired job seeker. Let's take a brief look at these resources

Slide 20: The Summer Jobs link takes you to a page that is thoroughly dedicated to Youth Employment. In the opening paragraph you will find links to information about obtaining a Social Security Card, Youth Employment in the State of Michigan as well as websites that are devoted to youth employment like Youth Rules and Teen Workers. What follows this is a list of web resources for youth with an interest in summer employment and even year round full and part-time employment. Included in this information are helpful guidelines on how old you have to be before you can work in the State of Michigan, where to get a work permit, what hours youth are allowed to work, and much more.

Slide 21: CareerConnect is a free resource for people who want to learn about the range and diversity of jobs performed by adults who are blind or visually impaired throughout the United States and Canada. Whether you are a student exploring careers, a [job seeker](#) investigating work options, an [employer](#) planning to diversify your workforce, a [professional](#) working with visually impaired people; or, a [friend or family member](#) assisting someone who is blind or has low vision, this web site can help you!

Next we are going to take a look a few of the new features in the Employer's category, but before we do we will take a few minutes to answer any questions you might have.

END PART 3

BEGIN PART 4

Slide 1: The Employer's home page has a number of very valuable web resources to help the employer fill their employment needs, post job openings, file unemployment insurance claims, post Job/Career Fairs and much more. One recently added feature to this particular page is the Wind Energy Works link.

Let's take a closer look at this page...

Slide 2: When you click on this link it takes you to a page, which provides several web resources to websites offering information about this new alternative to fuel technology: Wind Power Outlook 2007, American Wind Energy Association, Powerofwind.com, and Wind Energy Legislative Action website just to name a few. However, one site we would like to discuss briefly is the Wind Job Board site.

Let's take a look at this site...

Slide 3: In addition, to finding information about the various advancements in the field of Wind Energy, we are also able to see various employment resources for jobseekers looking for work in this area. A jobseeker can post an anonymous resume, view jobs, and create a job seeker account. Employers can view resumes, post a job and create an employer account as well...

Slide 4: There are currently close to 50 job openings in the area of Wind Energy available. As more career information and job openings become available in what we refer to as the "Green Jobs" arena, we will add that information to our site.

Next, we are going to review some of the new features in the Education & Training category, but before we do so we will allow a few minutes for any questions you might have.

Slide 5: The Education & Training home page has a wide variety of web resources available, including the Michigan Colleges & Universities table hyper-linked to the admission, academics, financial aid, apply on-line, e-learning and virtual tours pages of their respective websites. There are also links to financial aid and scholarships, information about college entrance exams, along with several others. Some of which we plan to cover in greater detail. We will show the links first, and then visit the sites and discuss them briefly. As you can see at the top left-hand corner of the page the Education & Training link is annotated by the 1st arrow, and then one important sub-category of this page is the New & Emerging Occupations page which is annotated by the 2nd arrow. Users can click on this menu item to go to an listing of over 40 New & Emerging Occupations with brief summaries of these occupations, including salary info and job and employment descriptions.

Slide 6: Here you see a listing of the over 40 New & Emerging Occupations, and we have identified one such occupation as Game Designer, Video.

Slide 7: When you click on the desired link, you will be taken to a page that briefly summarizes the nature of the occupation. This summary includes information about the average and annual salary, a job description and what are the minimum education requirements for the specified occupation. We note that these summaries are not as extensive or detailed as the Career Exploration reports as these are fairly new occupations with very little market and employment information available for review.

Slide 8: We will continue with our webinar by reviewing the final category of the Michigan Jobs & Career portal entitled Support Services. A quick look at this page indicates that there are a number of valuable web resources available, including Michigan Licensed Occupations, Find a Local Michigan Works Agency, File and Unemployment claim on-line, Michigan Prisoner Re-entry Initiative and Fidelity Bonding program and much more. In addition to these links, there several new features we've added to this page we would like to discuss as well. We will show you these links first, and then visit the sites and discuss them briefly.

Slide 9: Personal Finance is a new web resource we've added to the Michigan Jobs & Career Portal with a variety of financial websites to visit and review.

Slide 10: Benefits Check-Up is another new resource where seniors can go to get information on additional healthcare coverage, stimulus payments, senior housing and much more...

Slide 11: And, finally as a way to help our Michigan customers navigate this site, we have added a Frequently Asked Questions linked to this page. It is a good idea to visit this page to find out any additional tips or shortcuts that might be available to help you find what you're looking for while you peruse the Michigan Jobs & Career Portal.

\nSlide 12: When you click on the Personal Finance link it takes you to a page where there are 15 static banner ads that are hyper-linked to some of the nations leading financial resources that are available on the World Wide Web. Some of them include MSN Money, CNN Money.com, Smart Money and Business Week...

Slide 13: Here is the Benefits Check Up website, which provides seniors with a plethora of health care resources. Seniors can log on to find out what Benefits programs they are eligible for as well as find affordable housing for themselves, residential care, nursing and residential homes and much more...

Slide 14: And, here is the Frequently Asked Questions page, which as you can see are some of the typical questions that users have when they navigate through the Michigan Jobs & Career Portal. We encourage you to get familiar with this page, inasmuch as these are questions that you might be asked as you interact with our Michigan customers looking to take advantage of this great web resource. One great feature of this site is that there are multiple areas where you can find any given resource, so if you may have forgotten where you found something first, rest assured you will come across the same resource in another area or category of the website.

Finally, we would like to briefly discuss some of the Quick links on the Michigan Jobs & Career Portal, but before we do we will allow a few minutes to answer any questions you might have.

Slide 15: On the Career Portal home page, and all subsequent pages you can find the Quick links section in the top portion of the right-hand corner of your computer monitor. The location is noted by the red arrow. This list consists of several links to important departments and/or agencies within Michigan State government, a few of which we will briefly discuss in just a few minutes....

Slide 16: The first is the Labor Market Information link, which will take you directly to the Labor Market information website...

Slide 17: We also have a link to the Migrant and Seasonal Farm Worker program...

Slide 18: And to Veterans Employment Services as well...

Slide 19: This is a look at the Labor Market Information home page, which as you can see provides information about the current job market, unemployment rates, Michigan payroll jobs and much more. We also would like to inform you that Labor Market information will be having a webinar about the services they provide on September 25th. I'm sure more information will be available regarding the upcoming webinar as the date approaches...

Slide 20: Here is a look at the Migrant and Seasonal Farm Workers Program, with information for Agricultural Job Openings, Migrant Health Services, General Service Information and links to Future Events.

Slide 21: There is also a link to the Agricultural Employment Specialists, with information including the name, contact information, address and city of the specialist as well as a photograph. We also like to note that if there are any new specialists on today's webinar that are not currently on this page, you need to contact your supervisor/and or director to make sure your contact information along with photograph is included.

Slide 22: And, finally we have the Veterans' Employment Services website, which has valuable information for veterans regarding career opportunities, job fairs and entrepreneurship. We encourage you to visit this website and get familiar with the content to be prepared to pass this information along to our returning veterans.

Slide 23: Finally, as we take a look back the home page, we want to make you aware of our Contact Us menu item, which is at the top portion of the career portal.

Slide 24: When you click on this link you will be taken to a page where you will find all of the contact information regarding the Michigan Jobs & Career Portal website. If you

have any questions, comments and/or suggestions for us feel free to take advantage of the listed contact information. We would be more than happy to hear from you.

And, as a side note, we are in the process now of re-designing the Michigan Jobs & Career Portal to provide a more user – friendly site, with more interactivity, more web resources and even more job openings. We ask that you take this information back to your supervisors and managers and even pass this along to your customers as you endeavor to assist them with their employment needs. Your help and assistance with this is encouraged and will be greatly appreciated.

This concludes our Michigan Jobs & Career Portal webinar, we hope that you have learned a little bit more about this valuable web resource and if you have any last questions you want to ask feel free to ask them at this time.